



The Influence of Media on Interest in Western Culture

¹Mochamad Rizki Subagja, ²Muhammad Indrian Willy, ³Vina Kurnia Putri

Faculty of Communication Studies, Public Relations Study Program, Nusantara Islamic University

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ABSTRACT

This study aims to determine the evaluation of the influence of the media on cultural interest in class B students majoring in communication science at the Islamic Nusantara University, this study used a qualitative interview method, where we started by asking the subject questions about western culture and his interest in western culture, then we found Some of the factors that influence it include: Against Human Dignity. Freedom, Creation and Utilization of Technology. Watching from the media, both television and the internet. From the results of this study, we realize that there are many impacts that will occur if we forget about culture and national identity, as well as colonialism ideologically. But it can't be denied either, that there are positive impacts from all of this, namely, such as literacy culture, development of science and the mindset of westerners who tend to think ahead. Students who can pick up good habits in western culture are already able to process the information that comes to them, as evidenced by them only applying good habits such as being punctual, disciplined, throwing garbage in its place and working hard. This will certainly have an impact on their productivity in everyday life, as well as the growing era there are still students who are critical of information and still want to uphold Indonesian culture. throw trash in its place and work hard. This will certainly have an impact on their productivity in everyday life, as well as the growing era there are still students who are critical of information and still want to uphold Indonesian culture. throw trash in its place and work hard. This will certainly have an impact on their productivity in everyday life, as well as the growing era there are still students who are critical of information and still want to uphold Indonesian culture.

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Corresponding Author:

Mochamad Rizki Subagja,
Faculty of Communication Studies,
Public Relations Study Program, Nusantara Islamic University
E-mail: bagjaoccean3009@gmail.com

1. INTRODUCTION

Heavy culture has now become a part of the life of the world community. Its development and marketing methods have almost controlled all aspects of life, but mainly they emphasize marketing on 3F (Fun, Fashion and Food). These three aspects are indeed an efficient way of cultural marketing, because clothing, food and lifestyle are things that are needed by many people. Their way of marketing their culture through 3F is broadcast or disseminated through social media. Many teenagers, even adults, easily accept western culture. Because they are considered more trendy and able to show their social class in society.

The entry of western culture is due to the current of world globalization which is growing rapidly and knows no national borders. This globalization greatly affects the flow of world information, which clearly can easily introduce western culture to the public in various parts of the world. The technological leap that was increasingly sophisticated in the mid-20th century was the

internet and now mobile phones (mobile phones) have mushroomed with all the facilities. Meanwhile, nowadays most mobile phone users are teenagers, especially students. Therefore, western culture is increasingly widespread and they are recognized.

The progress of civilization inevitably makes communication and information more fashionable, cultures from various countries including western countries are increasingly emerging. But, that does not mean we ignore and let all the information in. Lack of knowledge and a sense of love for the homeland causes the students in particular to become complacent with western culture. However, there are still many students who really love their homeland and its culture but adopt good culture from the west. This has indeed become a consequence of globalization, because as McLuhan said that the world is always changing and globalization is the link of the world (Fakih, 2006: McLuhan).

Western culture is not always bad, not forever we should not imitate. Because in fact there are several things in western culture that we must emulate, especially in the field of discipline which is getting thinner and neglected by many parties, especially students. Globalization itself has various perspectives with various effects. Communication and information through mass media and social media is the place and way of marketing western culture and aspects controlled by western countries as industrial countries. One theory that discusses this is the theory of Cultural Imperialism Theory where this theory explains that the cultural similarities in various worlds are due to factors from the influence of industrial countries that dominate the media so that they affect third world countries, this is what causes similarities in various aspects such as music, clothing, food and so on. However, there are still cultural differences. However, the evaluation of the spread of western culture is increasing year by year along with the increasing ease of access to information.

2. RESEARCH METHOD

This study uses a qualitative research method with a descriptive method, this research was conducted online (in the network). The subjects of this study consisted of several students of the Faculty of Communication Sciences, to be precise, the Communication Studies Study Program, Universitas Islam Nusantara, Bandung. The data collection technique used is an interview consisting of eight questions. Interviews were conducted with several communication science students who were distributed online (in the network).

3. RESULTS AND DISCUSSIONS

From the results of our research that has been done, there are 12 people who are willing to be our resource persons to be interviewed regarding the evaluation of the influence of western culture among students. Of the 12 people, almost 100% of them all stated that they knew about culture from the mass media. The results of the interviews that we conducted online, yielded various answers which prove one thing that not all students are crazy about western culture. There are still those who believe that Indonesian culture is the best and they like the most.

Almost all of our informants stated that when they heard about western culture, they were not far from a country that lived on the other side of Europe and was liberal. Because western culture does come from western countries that adhere to a liberal system, namely freedom. And there are interesting things from western culture according to our sources, including:

- a. Their mindset or mindset.
- b. Development of Science carried out by westerners.
- c. Literacy applied in western countries
- d. The modern and cool western culture

From the answers above, we can know that western culture is not always negative, but there is a positive side if we want to study and apply and adopt a good culture. Such as the culture of literacy, the development of knowledge and the mindset of westerners who tend to think ahead. Students who can pick up good habits in western culture are already able to process the information that comes to them, as evidenced by them only applying good habits such as being punctual, disciplined, throwing garbage in its place and working hard. This will certainly have an impact on their productivity in everyday life, as well as the growing era there are still students who are critical of information and still want to uphold Indonesian culture.

Not only those who are able to process information from the media on the good habits of western culture, there are also those who still apply western culture but in a bad way. Because they think that western culture is cool, so they apply quite a lot of western culture in their lives. An interesting thing to apply is in matters of clothing, lifestyle, food.

This is in accordance with their goals, the clothes that our sources saw in the media made them interested and tried to wear them, even if they saw the luxurious lifestyle of western artists that made them want to buy branded goods and unhealthy food always made them interested.

From here, even though they are divided into two camps of students, namely students who are able and ready to receive immediately incoming information about western culture and students who are not able and ready to accept all information that comes, they still agree that western culture has positive and negative sides, because these two things go hand in hand. The positive thing according to them is that with the existence of western culture we can be more advanced both in terms of life, technology and mindset. While the negative impact is that there are things that are not in accordance with the culture in Indonesia, one of which is a free lifestyle. This is not appropriate because Indonesia is a country that adheres to values and norms as well as manners in socializing in national and religious life.

Not only that, these two camps also agree that slowly more and more students are more inclined to uphold western culture and put Indonesian culture aside. This is due to the existence of social media, a place as well as an event where we can see various kinds of people from different parts of the world and different countries. Not only social media, but mass media has also become the second main source that has resulted in the popularity of western culture and the shifting of western culture because of the actresses. and people who are often seen in the mass media tend to display a westernized culture. Therefore, the cultural-imperialist theory is appropriate because social media, mass media and all other types of media are controlled by the west in order to spread their culture and destroy the original culture of the country itself. So it's not surprising, each country has something in common especially in terms of music, clothing, lifestyle and food. However, as long as the original culture is still preserved by some who still care, differences will always exist.

4. CONCLUSION

Media is a promotional event for the west to destroy cultures in other parts of the world, in order to create a hegemony or cultural equality in various countries. With these cultural similarities, it's easier to make them a super power country like no other. The media is the easiest for them to master because the media is only a small part of the field they control. Moreover, they have mastered the world's economics and politics, the easier what they do. From this study, the researchers found out that indeed, the various opinions and types of application of western culture that they do in their daily lives are the result of their knowledge through social media and mass media. The media is also the reason why Indonesian culture has begun to shift to western culture. But, back again to each individual,

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